

PROVIDING DATA SERVICES VIA WIRELESS MOBILE DEVICES

ABSTRACT OF THE DISCLOSURE

A method for providing a data service via a wireless mobile device is disclosed. In one
5 embodiment, content associated with the data service and comprising a data component is
received at a first node from a content provider. A presentation format is associated with the
content. The data component and the associated presentation format are sent to a second node.
The content is associated with the wireless mobile device. At least the data component of the
content is delivered from the second node to the wireless mobile device.

10 A system for providing a data service via a wireless mobile device is disclosed. In one
embodiment, the system comprises a first server and a second server connected to the first server.
The first server is configured to receive, from a content provider, content associated with the data
service, the content comprising a data component; associate a presentation format with the
content; and send at least the data component of the content and the associated presentation
15 format to the second server. The second server is configured to receive from the first server at
least the data component of the content and the associated presentation format; associate the
content with the wireless mobile device; and deliver at least the data component of the content to
the wireless mobile device via a wireless communication network.